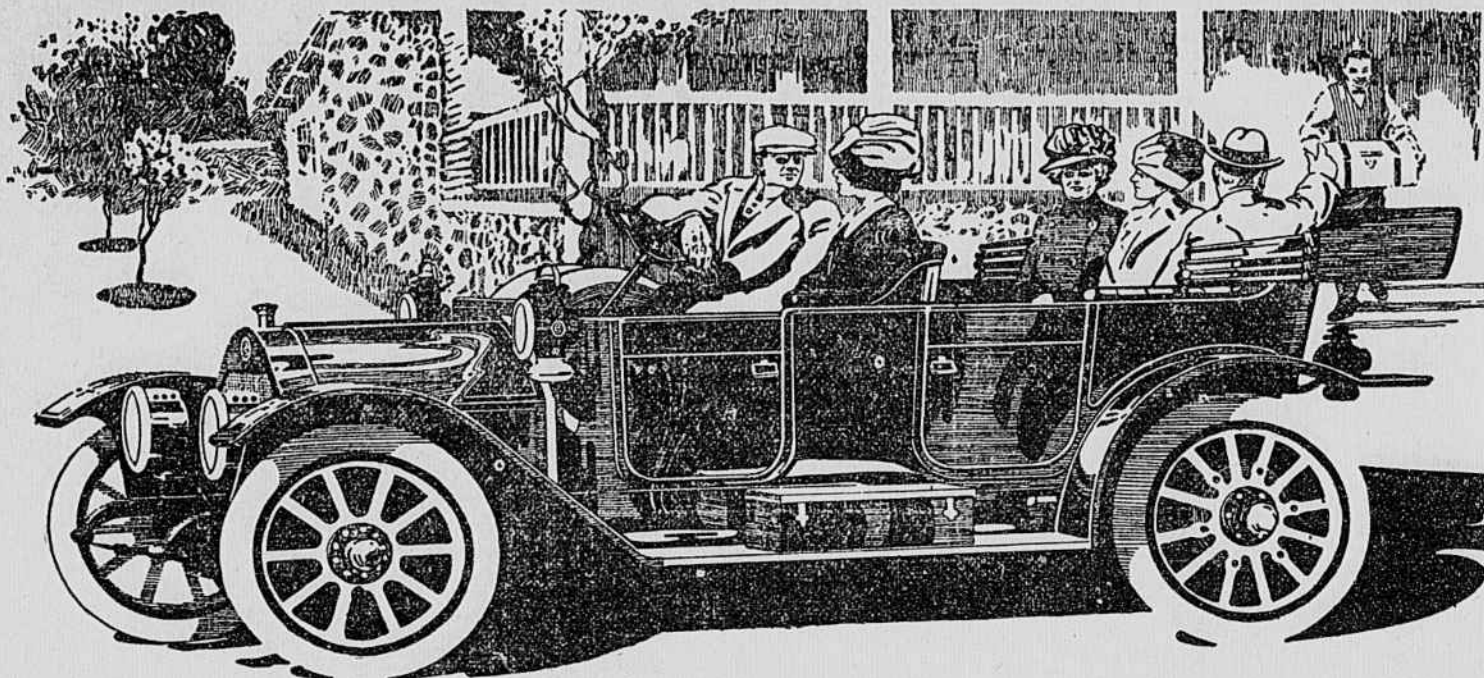




This monogram on the radiator stands for all you can ask in a motor car



Chalmers "Thirty-six" \$1800

Long stroke motor—4½ x 5½
Chalmers self-starter
Four-speed transmission
Demountable rims
36-inch by 4-inch tires
Bosch dual ignition
Ventilated fore-doors
Solar gas lamps, oil lamps
Prest-O-Lite tank
Lamps black enameled

Chalmers Motor Cars for 1912

Chalmers "30" Touring Car, 5-passenger, \$1500.

Regular equipment: Magneto; gas lamps and oil lamps; Prest-O-Lite tank; Chalmers mohair top; automatic windshield; ventilated fore-doors; full set of tools; horn, pump, jack and tire repair outfit.

Chalmers "30" Torpedo, 4-passenger, \$1500.

Regular equipment: Same as "30" Touring Car.

Chalmers "30" Torpedo Runabout, 2-passenger, \$1500.

Regular equipment: Magneto; gas lamps and oil lamps; Prest-O-Lite tank; Chalmers mohair top; windshield; tire irons; tools, etc.

Chalmers "Thirty-six" Touring Car, 5-passenger, \$1800.

Regular equipment: Chalmers self-starter; Continental demountable rims; Bosch dual ignition system; Solar gas lamps—all lamps enameled black; Prest-O-Lite tank; 36-inch by 4-inch tires; four forward speed transmission; long stroke motor—4¼-inch bore, 5¼-inch stroke; ventilated fore-doors; tire irons; tools, horn, pump, jack and tire repair outfit. Top and glass front, \$100.

HERE are the motor car pace makers for 1912—the Chalmers "30," \$1500—the Chalmers "Thirty-six," \$1800. These cars win their way to your approval by sheer merit. They set new standards of motor car values.

When the Chalmers "30" was first announced four years ago, the words "astounding value" were used to describe it. It set a new standard.

Each season since, by better factory methods, by improvements and refinements, we have greatly increased the value of the car without increasing the price. Each year the verdict on Chalmers cars has been "best value at the price."

Our Astounding Values

And now for 1912 we say to you, the motor buying public, with perfect assurance, that this year more than ever before we offer you "astounding values."

The "30" remains the leader among \$1500 cars. The new "Thirty-six" at \$1800 represents a further development along the lines of greater size and increased power. The reliable, standard, beautiful, "Forty" is continued for those requiring a car of unusual power and 7-passenger capacity.

In our plan of business, your interests and ours are mutual. Utmost value at the price—price to all—and service guaranteed—is our policy.

We have been unable to find any brand of craftsmanship equal to quality in the goods; or sort of advertising one-half so effective as words spoken by those who know the merit Chalmers cars.

The temptation to make extravagant claims is strong. But in our advertising we try to make statements rather than overstatements. We try to be true in mind in reading our 1912 announcement.

"30" Fully Equipped \$1500

Ask you to remember these facts: The Chalmers "30" was the first genuine automobile till at a medium price. No car of equal value has sold for the same price or for less.

Remember that this is the car which was driven 2 miles a day for one hundred days in succession that made the trip from Denver to Mexico City that for two years won more contests in competition to the number entered than any other car that has never been defeated by a car of its kind and power; that holds the world's light car record; that won the hardest Glidden Tour held.

Remember further that this is the car with the most advanced design; the car that has been widely copied than any other.

Buy a Beautiful Car

Remember this car has a grace of line and beauty of finish which the costliest cars do not have; that it has given satisfactory service to its owners; that it is backed by the Chalmers guarantee.

Last year this car sold for \$1750, equipped with magneto, gas lamps, top and windshield.

Think of it this year—refined and improved in every possible way, with thoroughly ventilated fore-door bodies, inside control, magneto, gas lamps, Prest-O-Lite tank, and including also Chalmers mohair top and automatic windshield—for \$1500!

We think you will agree that "claims" are unnecessary in view of such value at such a price. The facts are eloquent and convincing.

You have your choice of four or five-passenger bodies, and four color schemes. We ask you to see these cars at our dealers. They are now on show. Deliveries to customers begin at once.

New Model "Thirty-six" \$1800

When we considered bringing out a new model, the Chalmers "Thirty-six," we instructed our engineers to build a four cylinder, five-passenger car that would leave absolutely nothing to be desired.

We said we would fix the price when the car was ready. We think that in the Chalmers "Thirty-six" we are offering a car that leaves nothing to be desired.

What more could you ask in a car than you are able to get in this one?

More power, perhaps? You really could not use more than the splendid long stroke motor will develop. With large cylinders and long stroke (4¼" x 5½") the new motor is a great puller at high speed; a wonderful hill-climber; and will give you all the speed you want. Though called a 36 it actually develops 40 h. p.

Four-Speed Transmission

Greater flexibility? The four forward speed transmission—a feature until now found only on the highest priced makes—gives a flexibility of control hitherto unknown on medium priced cars.

Direct drive is on the fourth speed. A third speed is provided which will carry you over the hardest grades without loss of time. If a very steep hill is encountered, you can still drop back to second, which is powerful enough for the steepest grade and yet much faster than first speed of an ordinary car.

Do you ask more room in the body? This body is as roomy as any five-passenger car built. It is a big body. If it were any bigger, it would become awkward and less comfortable.

More comfort? We honestly believe that it is not possible to buy a more comfortable car at any price. The big wheels and tires—36 x 4—the ample wheel base, sturdy frame, ¾-elliptic rear springs, tilted, luxuriously upholstered seats, afford the passengers the acme of riding comforts.

Chalmers Self-starter

Greater convenience? The new Chalmers compressed air self-starter does away with the last of the original inconveniences of automobilism.

This starting device is built in the Chalmers factory. It is not an accessory added to the car, but an essential feature. With it there is no need of

cranking. Any woman can now drive a Chalmers car. The compressed air of the self-starter can be used for inflating tires.

Convenience has been considered in little things, too. The control levers on both the fore-door and torpedo bodies are located inside the body.

The battery will be carried in the tool box on the running board, where it is readily accessible.

A dash adjustment enables the driver to adjust the carburetor without leaving his seat.

Consider These Details

As to details of finish, we ask you to compare the "Thirty-six" with any car selling up to \$4000.

Body fittings are of the luxurious type found on high priced cars. Black enamel finish instead of brass is used on metal parts, such as door handles, coat rail, hinges, lamps, etc. An option of nickel plating, at an extra cost of \$50, is offered.

The ventilated dash is covered on the inside with leather. The tonneau floor is covered with cocoa mat. The front foot board and the running boards are covered with dark gray linoleum.

Other details of construction which show the care expended on little things are: The beautiful doors, two handles on each door, permitting opening from the inside; scuff plate on the fender where it joins the running board; large, completely equipped tool box on the running board; smooth finish of bonnet and fenders, all rivet heads being entirely concealed; improved Mercedes type honey-comb radiator such as you find on the high priced cars. Many other exclusive features you will note when you examine the car.

"Thirty-six" Already Proved

Do you ask greater reliability in a motor car? Probably no new model has ever received more thorough testing before being offered to the public.

Months ago—in November, 1910—we completed the first three cars of the "Thirty-six" type.

One of these was sent to Uniontown, Pa., where for four months we kept it going day in and day out, up and down the celebrated Uniontown Hill and other Pennsylvania hills. Motorists know there is no severer hill-climbing test.

The second of these cars was sent to Florida, where, for weeks, it was driven through heavy sand in the hottest weather.

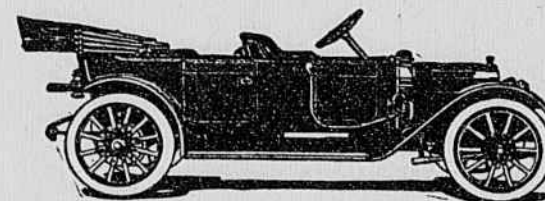
The third car, driven through the Middle West, averaged 200 miles a day for 8000 miles.

The motors for the new models were tested on the block, running 1500 revolutions per minute, 24 hours a day for weeks at a time.

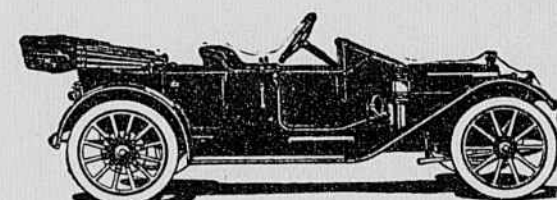
It seems almost incredible, but it is the absolute truth, when we tell you that in all of our testing of this car and its motors we have never broken down a single motor, transmission, or other vital part.

We have tested not only one car but a number of them; we have tested not only one motor, but many; we have not driven a few hundred miles, but tens of thousands of miles.

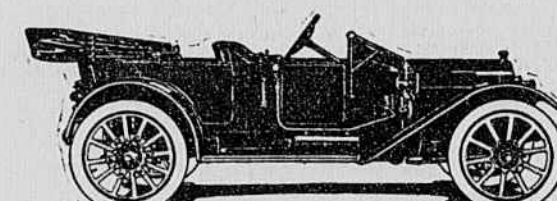
And we have done all this so that we might be able to stand behind an absolute guarantee of all parts of this car for one year and a further guarantee of Chalmers service.



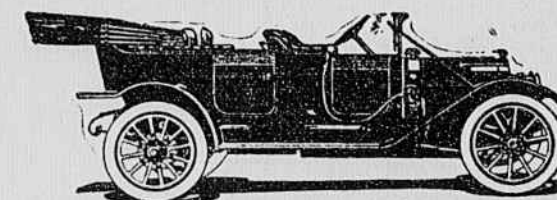
"30" Touring Car, 5-Passenger—\$1500
Including magneto, Prest-O-Lite tank, gas lamps, oil lamps, top, windshield, ventilated fore-doors, horn, tools



"30" Torpedo, 4-Passenger—\$1500
Including magneto, Prest-O-Lite tank, gas lamps, oil lamps, top, windshield, ventilated fore-doors, horn, tools



"Thirty-six" Torpedo, 4-Passenger, \$1800
Including self-starter, Continental demountable rims, four-speed transmission, Bosch dual ignition, black enameled Solar gas lamps and oil lamps, Prest-O-Lite tank, auxiliary scuff, top, windshield, ventilated fore-doors, 36 x 4-inch tires, horn and tools



"Forty" Touring Car, 7-Passenger—\$2750
Including Bosch dual ignition system, black enameled Solar gas lamps and oil lamps, Prest-O-Lite tank, auxiliary scuff, top, windshield, ventilated fore-doors, 36 x 4-inch tires, tire irons, horn, tools
Chalmers Mohair Top.

1911 Our Best Year

The Chalmers Company finished, on June 15th, the most successful year in its history. We announced at the beginning of the 1911 season that we would build 6250 cars. We built this number and sold them. We could have sold more, but adhered to our policy of putting quality ahead of quantity.

Our 1912 line represents the evolution of Chalmers experience. It is the achievement of a highly trained organization guided by an ideal—to build the highest class motor cars possible at a medium price. We are proud to announce our 1912 cars as the best we have ever turned out.

Our Cars Fully Guaranteed

We guarantee Chalmers cars to be free from defects in material and parts. For one year from date of delivery we will replace free any defective part, if returned to our factory for inspection.

The parts of Chalmers cars are made from the best materials obtainable, and they are built, for the most part, in our own factory. Hence we are perfectly safe to guarantee them.

We really believe, whether you buy a Chalmers or not, it is worth your while to look at the new cars.

We invite you to come in and see the 1912 models. Early deliveries are assured.

Gordon Motor Company

INCORPORATED